

## Press Release



### Contact centre operator AscensoS announces major expansion into Turkey – part of planned Pan-European push

**08 July 2020**

Customer management and service provider AscensoS is to open its first contact centre in Turkey as part of an expansion into eastern Europe, the Middle East and Asia.

The move by Europe's leading independent customer experience operator will serve clients that plan to expand across western, central and eastern Europe. AscensoS will also support brands flowing in the opposite direction.

The new operation by the rapidly growing Motherwell-based company will be located in a central business district of Istanbul, the largest metropolitan city in Europe.

John Devlin, AscensoS CEO, said: "We see the same global growth opportunities that our clients do coming out of the Covid-19 lockdown, particularly looking deeper into Europe and Asia, although this is a move we began planning before the coronavirus pandemic. We will help them develop those opportunities, using our strong regional connections and innovative, agile customer support culture."

Turkey sits at the crossroads of Europe and Asia, retaining its historic position as a global centre for international trade. Much of its workforce is fluent in languages such as English, German, Russian, Greek, Spanish and Arabic.

"Turkey is the perfect cosmopolitan hub from which to seize growth in a profoundly changing retail trading landscape. It opens up opportunities for AscensoS to compete in new markets, such as Germany and the Middle East, helping brands reach into the UK and EU as well as to better serve their domestic and regional customers.

"Our expertise in managing omnichannel customer engagement in the UK, one of the most competitive and demanding markets in the world, is invaluable to retailers based in other parts of the globe.

Executive Chairman, Dermot Jenkinson added: "The launch of AscensoS Turkey is a key strategic move for us, and Istanbul is the appropriate place to be geographically because of its long history as the bridge between trading worlds."

The move into Turkey is the latest stage of an expansion strategy developed by Ascensos last year that includes reaching into substantial untapped consumer markets across the world.

#### **ABOUT ASCENSOS:**

The company, which is headquartered in Motherwell, Scotland, was founded by Dermot Jenkinson and John Devlin in 2013 and has six contact centres across the UK, Central and Eastern Europe. It is a gold medal winner at the European Contact Centre and Customer Service Awards and supports more than 20 clients, including high street names such as KFC, Aldi, B&Q, Wickes and JD Sports. Revenues in 2019 were £30 million.

For further information, visit [Ascenos.com](http://Ascenos.com).

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